

For Immediate Release  
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## The \$ales Diva

# Taking Fear out of Selling

## Techniques for women entrepreneurs to acquire instant sales results

Edmonton, AB - What can women business owners do to increase customer callbacks by 100%? How can customers be retained for life? Are there ways to attracting and not seeking customers?

Selling can be an intimidating endeavor - as Kim Duke knows this best. She is the owner of The Sales Divas - an innovative sales training business that encourages women business owners and staff to transform their relationships with customers. Kim uses the analogy that selling is like making paper-dolls. "Selling is all about relationship marketing and people connecting with each other. The difference you offer is your unique relationship and that is one thing no competitor can ever duplicate."

According to RBC statistics, 4 out of 5 businesses are started by women, with these entrepreneurs being one of the fastest growing segments of the Canadian economy and represent a growing economic force.

As the author of *Tickled Pink – The Secrets of Attracting Delightful Customers*, Kim offers the following strategies for creating Tickled Pink Attractions (a.k.a. drawing in the perfect customers):

Be unique. Business owners need to be 1-10% different in order to avoid blending in with the wallpaper. Bestselling author and entrepreneur Seth Godin explains how Kim Duke sets itself apart from other sales experts: "The Sales Divas has demonstrated that it is a *Purple Cow* catalyst, helping clients shake things up and think innovatively. The Sales Divas has challenged its clients to become spectacular and invigorating."

Be confident and knowledgeable in all product or services being sold. Customers purchase from those that exude confidence and ability. Consider implementing full money back guarantees, as it reduces the risk in making a purchase, while increasing chances for a sale.

Network at all available opportunities. By attending networking events and speaking to friends and family members about their new venture, word will get out about their business with third party credibility being built.

Kim Duke - The Sales Diva, is the author of *Tickled Pink*. Her High Speed Sales Stiletto Camps are savvy, sassy sales training courses for women small business owners and entrepreneurs. The camps are being offered in 4 cities around Canada with Edmonton dates set for October 20 and 21.

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*Tickled Pink*  
THE SECRETS OF ATTRACTING DELIGHTFUL CUSTOMERS

